



Opinion Poll
MEDIA
Television

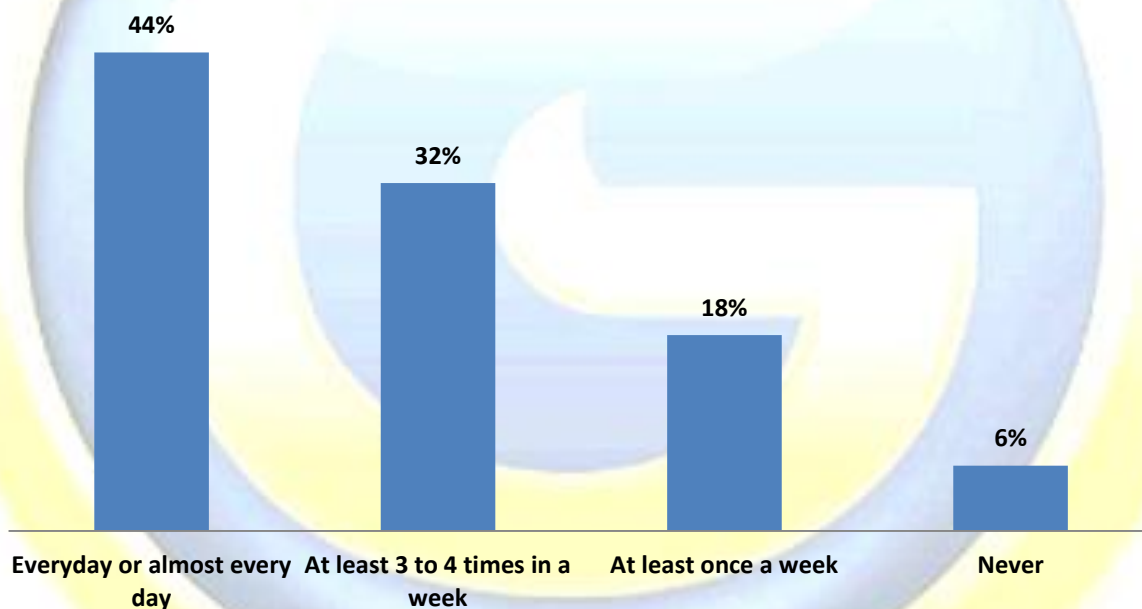
Television Viewership: 44% Pakistanis claim to watch news channels every day. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, September 11, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 44% Pakistanis claim to watch news channels every day.

A nationally representative sample of men and women from across the four provinces was asked, “Regarding watching news on the television, please tell how often in a week do you watch news on TV?” In response to this question, 44% said they saw news channels every day or almost every day, 32% said at least 3 to 4 times a week and 18% said at least once a week. Only 6% said never.

Question: “Regarding watching news on the television, please tell how often in a week do you watch news on TV?”



Source: Gallup & Gilani Pakistan Poll
Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1751 men and women in rural and urban areas of all four provinces of the country, during August 14 – August 21, 2017. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International

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Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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of Gallup Pakistan
(1980-2017)